1. An oligonucleotide, or analogue thereof, which inhibits neoplastic cell growth, comprising at least seven nucleotides having a sequence corresponding to the sequence of a 3'-UTR of a human or mouse ribonucleotide reductase R1 or R2 mRNA, wherein the oligonucleotide exhibits reduced oligonucleotide-oligonucleotide dimer formation, reduced self-complementary interactions and reduced binding potential to said mRNA.

6. The oligonucleotide, or analogue thereof, as set forth in claim 1 wherein the oligonucleotide comprises a sequence corresponding to the sequence of the 3'-UTR of a human or mouse ribonucleotide reductase R1 mRNA as set forth in SEQ ID No: 1 .

7. The oligonucleotide, or analogue thereof, as set forth in claim 6 wherein the oligonucleotide comprises a sequence as set forth in SEQ ID Nos: 44, 45, 46, 47, 48, or 49.

8. The oligonucleotide, or analogue thereof, as set forth in claim 6 wherein the oligonucleotide comprises a sequence as set forth in SEQ ID No: 45.

9. The oligonucleotide, or analogue thereof, as set forth in claim 1 wherein the oligonucleotide comprises a sequence corresponding to the sequence of the 3'-UTR of a human or mouse ribonucleotide reductase R2 mRNA as set forth in SEQ ID No: 2.

10. The oligonucleotide, or analogue thereof, as set forth in claim 9 wherein the oligonucleotide comprises a sequence as set forth in SEQ ID Nos: 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, or 43.

11. The oligonucleotide, or analogue thereof, as set forth in claim 9 wherein the oligonucleotide comprises a sequence as set forth in SEQ ID Nos: 6, 7, 8, 9, 10, 11, or 12.

12. A pharmaceutical composition for inhibiting tumorigenicity of neoplastic cells in a human or mouse comprising an effective amount of at least one oligonucleotide as set forth in claim 1; and a pharmaceutically physiologically acceptable carrier or diluent.